NEW MARMON IS OF NEW DESIGN

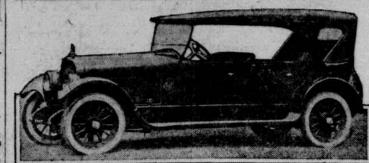
Remarkable Car With Panorama Top Is Due Here This Week.

because the bustle and bustle and the new paint and new furnishings in the big headquarters of the Marmon Auto-mobile Company of New York at Broad-way at Sixty-second street indicated that something unusual was about to happen. Bus until yesterday, every-body in the local salesrooms from Vice-Presdent S. S. Toback down has been mum. Finally under pressures of con-stant inquiries from old customers and many new prospects. Vice-President Toback could not keep the secret any longer.

longer.

It is a seven passenger phaeton—
mechanically and artistically the finest
car ever turned out by the great Indianapolis plant which has built fine mill
machinery for seventy-bne years and
fine automobiles for twenty years. Perhaps no feature of the new car is more
striking than the panorama top. It is a
stationary top, braced at the corners,
but retaining in every way the light
weight and flexibility of the ordinary
one man top. The absence of the usual
supporting bows brings to the passenger, no matter where he may sit, a view,
to the front and to the sides that is a
veritable panorama of the passing countryside.

New Marmon Seven Passenger Phaeton



CITY BALKS ON

Motorists' Organization Hopes to Prove Warning Card Ordinance Unconstitutional.

when the A. A. A test case of the traffic warning card ordinance was called for trial in the First District Magistrate's Court Thursday, Major from front to rear, a lengthening of the body an inch and a lowering of the overall height of four inches. These long, low straight lines have resulted in unusual gracefulness and beauty.

The fineness of the interior finish and equipment of the car is on a par with that of the exterior. In the rear compartment the lengthening of the body together with a lowering of the front and rear seats, thus affecting the siant of their backs, have materially increased the roominess and comfort. Those using the auxiliary seats benefit to an equal degree from this added space. The extreme care in trimming and upholstery assures the passengers comfort and an ease of riding that is peculiarly Marmon. There are the usual minor conveniences, the adjustable foot rest, the coat rail, the tonneau light and side curtains placed in the compartments of the rear doors.

Determined that this new Marmon masterpiece shall have not only a suitable setting but a proper introduction, or volution and the condition and the condition and the could be no test of the car ordinance, as the defendant in that case would simply be convicted by voluting another criming and rear defendant in that case would simply be convicted by voluting another ordinance. How-

cause all deliveries are to be made in rotation—a hard and fast and an equitable rule of the organization. At this private showing experts of the local sales force and from the factory will explain in detail all the new features. The store on this occasion will be open only to those having invitations.

Following the private showing the general public will be admitted for a close up view.

Fred Moskovics, vice-president of the Nordyke & Marmon Company, who was in town yesterday, enthused tremendously over the new car, and, being a very practical sort of person, he is not very practical sort of person, he is not by the carnes in the classing the car he said:

"There is no change in price. The price of the seven passenger phaeton, like that of other Marmon touring modela, is \$1,315 (f. o. b. Indianapolis, excise its price of the seven passenger phaeton, like that of other Marmon touring modela, is \$2,135 (f. o. b. Indianapolis, excise its proved background of dependability and durability. There is the Marmon standardized service, putting an end to all guess, work as to upkeep costs in the years to come."

That the interest aroused by the com-

It Is Not a Light Six

Six Cylinders—50 Horsepower— \$995

The Jewett is a sturdy, powerful, six-cylinder motor car. Ready for the rose the touring model weighs over 2800 pounds.

This means that to measure the new standard of value it has set in American

motordom you must compare it with cars costing from \$200 to \$500 more.

It has the strength essential to sturdiness in its frame, motor, clutch, trans-

The great power plant is built complete in the Paige shops. It has been

Now with the addition of high pressure oiling giving 20 pounds pressure at 20 miles per hour, it is finer and better than ever.

Such is the Six that is now yours at the new reduced price, \$995 f. o. b.,

It is sold and serviced by Paige dealers everywhere

ission, drive shaft and in its special Timken axles.

proved by years of use in Paige 6-44 models.

Paige Detroit Co. of N. Y., Inc.,

Broadway at 56th St.

factory.

DAVIS PHAETON IS FINE HILL CLIMBER

the fill in high speed at eight miles an hour. The second time, with three passengers, it went over the top at four-teen miles an hour in high speed."

The Davis phaeton is a lighter six recently announced by the George W. Davis Motor Car Company of Richmond Judy

NEW PEERLESS WILL HAVE EIGHT CYLINDERS

and durability. There is the Marmon body, longer, lower, more beautiful than be so well informed that a minor violation would be almost inexcusable. This can best be accomplished by educational ways' be treated before being placed among the spares in the car. A six heat the interest aroused by the comme."

That the interest aroused by the commany of this new car has not been unwarranted is the opinion of Vice-Presimondal to the commany of the minor violations and would among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This can be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well informed that a minor violation would be almost inexcusable. This ways' be treated before being placed among the spares in the car. A six house so well infor

NO PRICE CUT WAR, SAYS MACAULEY

Packard Company President Explains Significance of Recent Reductions.

automobile manufacturing com dustry is entering into a price cutting

war, says Alvan Macauley, president of the Packard Motor Car Company.

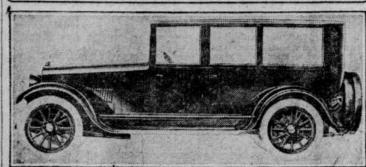
"The continuance of the demand for automotive vehicles, which ordinarily should show some sign of decrease, indicates," he said, "that the current year will be one of the largest in the history of the business.

"It is quite incorrect to interpret the price readjustments recently made by certain manufacturers as being the first moves in a general price war.

"These readjustments will not be general, but will be confined, I should say, to those companies whose prices were named early in the year and before

DURANT SALES HERE BREAK MORE RECORDS

One of the Case Leaders



seventh street, is showing an impressive line of new Case cars, of which the sedan is a headliner. This big car has great power, an unusually comfortable and roomy body and very attractive lines.

FINE ROUTE TO

A. C. A. Outlines Most Interesting Trip to This Popular Place.

route as one of the most enjoyable of the season:

Probably the most scenic trip with about 90 per cent. of hard surfaced road is found by running to Newark and through Montciair. Farsippany, Dover, Newton, Branchville and across the Delaware River at Dingmans. Thence south through Bushkill and Martins Creek to Stroudsburg. A side trip can be made from Bushkill through Shawnes to the Delaware Water Gap. From Stroudesburg go out through Ninth

among all makes, in the number of cars registered in the metropolitan district. To give an idea of how big the figures are running, the cars delivered by the Durant organization in the month of July amount to nearly as many as were registered in February, March and April taken together.

There are now considerably more than 3,000 Durant cars in use in the territory served by the Poertner Motor Car Company which covers northern New Jersey, as well as the nearby counties in Greater New York.

which turns to the right shortly before entering Buffalo, bearing the sign, "Niggara Falls Boulevard." This is the preferable seen "Niggara Falls Boulevard." This is the preferable way to reach the falls.

There is still a route—which goes through a very scenic section of New York State. Follow the west side of the Hudson to Newburgh and Kingstoe, then turn west around the Ashokan Reservoir and up the Espus Valley through Phoenica and Shandaken to Arkville, turning north to Grand Gorge and west through Stamford and Davenport to Oneonta. From this point run north through Collier to Cooperstown. From Cooperstown there is an interesting drive on the west side of Otsego Lake to Springfield. Continue west through Richfield Springs and Cazenovia to Syracuse, where the Mohawk Valley route is joined and continued through Geneva and Batavia to Niagara

Mohawk Trail through North Adams to Williamstown—then through Pownel, Petersburg to Troy, connecting with the Mohawk Valley route at Schenectady. Another good route from Boston is through Worcester and Springfield, then over the Jacob's Ladder route through Lenox to Pittsfield, crossing the Lebanon Mountains to Albany.

Niagara Falls is 400 miles from New York via the Lackawanna Trail and the Liberty Highway. It is 475 miles via Albany and 525 miles from Boston.

STUTZ ANNOUNCES

York prices is as follows: Four passenger touring formerly \$3,200, reduced to \$2,390; six passenger touring formerly \$3,200, reduced to \$2,550; roadster formerly \$3,160, reduced to \$2,650;

ing as sales manager. The Schwah in-terests are represented on the board of

FLORIDA ROADS ARE IN FINE SHAPE

Ambitious Plans Made to Give Northern Motorists Ideal Touring Facilities.

sive good roads enthusiasts as an example of the value of good roads. With the exception of the first nine miles,

which is shell, the road is brider feet wide. The value of the brider in the road, if removed, would be a submore than the road cost in the fact blace. The shoulders of this road have been badly broken in spots and several of the bridges have had poor approaches. At a meeting of the Florida State Road Commission at Tallahassee in July, however, the road from the Duval county line to Bunnell was taken over by the commission and gangs are being placed at work putting this section of the Dixle Highway in Al shape for the winter visitors, until it is rebuilt.

what this means nor real-

ize what a tremendous

advance in automotive en-

gineering the new Stearns-

Knight rep

resents until

driven this remarkable car.

> tion will prov a revelation

The Vibration-less Engine has been Achieved-it's the

NEW 6-CYL. STEARNS-KNIGHT

In this new engine the flow of power is perfectly smooth-the blending of the cylinder impulses is ideal-the acceleration is a

delight - the flexibility is astonish i n g. And most remarkable of all, there

All Carbon and Valve Grinding Troubles Eliminated

Stearns-Knight Motor Car Co. of N. Y., Inc. Phone Columbus 7600

You Don't Need to Pay More

to buy the utmost of comfort, the smartest design-and a chassis created for power and speed with durability! You get all of these advantages in the Auburn Sport Car at only \$1895 (factory).

You can't buy more of actual worth in a car! So why pay a higher price? Compare the Auburn Sport Car with ANY OTHER CAR you see. Then you'll understand its popularity.

And you have your choice of 5 attractive color combinations.

Auburn Sales Co., Inc., 1838 Broadway OPEN EVENINGS

J.A.Jensen Auto Sales, Inc. 2390 Grand Concourse, New York City.

Kramer Motor Sales Co., 1163 Boulevard, Bayonne, N. J.

Viaduct Automobile Co., 1500 Park Ave., Hoboken, N. J.

Kramer Motor Sales Co., Boulevard & Newark Ave. Jersey City, N. J.

Bliss & Pearson, 780 State Street, Schenectady, N. Y.

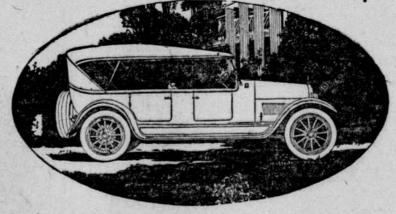
Dover, New Jersey. James A.Greene Sales Co., 115 Mohawk Street, Cohoes, N. Y. Lawrence W. Howeshield, New Haven, Conn. Reid Motor Company, 278 Main Street, Hartford, Conn.

Frank Cutter,

Irving V. Mansell Co., 360 Fairfield Ave., Bridgeport, Conn. Welton Garage, E. Main and Welton Sts., Waterbury, Conn.

22nd Successful Year

ANNOUNCING



Model W MOTOR CARS

This new Case Model W has been designed to afford the maximum in performance, dependability and satisfaction. Any increase in cost could add only non-essentials. In every way this car typifies the finest practices in motor car construction.

Its speed range—from 2 to 70 miles per hour—gives some indication of the car's performance. The new six cylinder Case Continental Motor delivers its power quietly and economically. In tests, 17 miles have been obtained on a gallon of gasoline. Each part is specially designed with a large factor of reserve strength.

The wheel base of 129 inches, correct distribution of weight, and well designed suspension on long springs, assure remarkable stability and safety under all road conditions. More delightful or dependable motoring than is afforded in the new Case Model W can not be obtained at any price. We would consider it a

privilege to arrange a demonstration tour whenever convenient for you. Full appreciation of these values will then be mutual.

Touring (7 Passenger) \$2250.00 Sport (4 Passenger) \$2200.00

Coupe (4 Passenger) \$2850.00 Sedan (7 Passenger) \$3250.00 (f. o. b. factory)

F. W. WRIGHT, Inc.

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